

SOLUTIONS IN ACTION

PACK EXPO 2007



Booth No. S-5281

WS Packaging Group, Inc. – The recent creative revolution in the consumer packaged goods industries has increased the demand for faster and more flexible label applications. As many label applicators can be a literal sticking point in the manufacturing line, WS Packaging Group, has introduced a solution that will help keep the packaging line running smoothly.

Based in Mason, Ohio, the company's new **intTag™ system** is a high-speed RFID applicator that can apply validated tags at line speeds of up to 700 feet per minute. It is built to exact customer specifications and can be easily integrated into an existing packaging line. WS Packaging Group accomplished this by focusing on machine ease-of-use and flexibility.

Unlike the competition, WS Packaging doesn't rely on proprietary custom boards. The brains of its rapid applicators are off-the-shelf Allen-Bradley® MicroLogix™ 1100, 1200, 1500, or CompactLogix™ programmable controllers. This compact controller family precisely controls the speed, placement and timing of the labeling equipment.

The MicroLogix controller helps ensure the applicator integrates smoothly with the manufacturer's existing converting equipment. Machine data can be fed into plant-wide information systems to help monitor quality control requirements and interface with remote database management facilities.

"If you surveyed our customers, 9 out of 10 would request Allen-Bradley products," said Jim Hadley, engineering manager, WS Packaging Group. "Obviously we want our machines to be compatible with our customer's facility. That makes working with Rockwell Automation the right choice."

By working with Rockwell Automation, WS Packaging is providing its customers with the ideal balance of speed and customization.



*intTag™ High Speed
RFID Applicator*



*Allen-Bradley MicroLogix
Programmable Logic Controller*

Solutions in Action at PACK EXPO 2007

"For us, ordering a control panel is as simple as ordering a part," said Hadley. Plus, the local distributor builds and stores the control panels for WS Packaging customers. "By keeping inventory at the local distributor, our customer doesn't have to staff up and down with the market," he added.

By partnering with an industry leader like Rockwell Automation, WS Packaging allows its customers to select the support option that best helps them achieve their business goals. The familiarity of Allen-Bradley products and the benefits of the open platform allow end-users to service their machines in-house, call on one of the dedicated WS Packaging technicians or to rely on the expertise of a local supplier.

Easily configured into labeling systems, WS Packaging Group's labeling units provide the capability for front/back, top/bottom, and wrap labeling of products. They also offer labeling equipment for printer/applicator situations, high-speed inserting, RFID installations, and custom label applications/products. A true leader in the field, WS Packaging Group can handle any labeling situation.

For more information, contact:

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